Hidden in the Stacks:

Libraries Competing in a 1:1 Environment

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https://goo.gl/WFR0hd
Social Media Internet Librarian

- Internet Librarian Hashtag: #InternetLibrarian
- Follow me: @PMorganConsult
- Follow the Maine East Library: @LibraryEast207
Today’s Agenda (Follow along at https://goo.gl/WFR0hd)

Agenda

- Your Library - Physical Space
- Your Library - Virtual Space
  - Library Webpage
  - Analytics
  - Access
- Social Media
- Programming, Marketing & Advertising
- Screencasts
- Library Assessments
- Data Collection
- Infographics
- Instructional Design
Your Library or Classroom

What do you \textit{LOVE} about your Library (Classroom)?

What would you love to \textit{CHANGE} about your Library (Classroom)?
Your Library
(the physical space)

- Access & Flow
  - Fixed or Flexible Scheduling
- Furniture
  - Moveable & Comfortable
- Communication
  - Effective Signage
  - Digital Photo Frames
  - Dry Erase Boards
  - Community Boards
Your Library
(the physical space)

- Services in the Library
  - Reference Desk
  - Tech Helpdesk (Student run)
  - Printing Stations
  - Computers
  - Chargers & Charging stations
Your Library Website
(the virtual space)

- Ease of Access - Can students/staff find you?
- How often do you update your space?
- Navigation Tips
- Databases & Research
  - EZ Proxy
What are you currently using?
Your Library Webpage (Tips & Tricks)

- Branding your Space
- Keep it simple
  - Make those clicks useful
  - Add multiple access points
- Keep it up-to-date
- Mobile ready
- Add screencasts, and videos
- Be socially connected
  - Twitter
  - Facebook
  - Instagram
Webpage - Analytics

• What’s so important about tracking visitors to your page?
  ○ Improve your performance
  ○ Keyword searches

• How do I track my visitors
  ○ Google Analytics
  ○ Weebly Stats
Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. It's the most widely used website statistics service. The basic service is free of charge and a premium version is available for a fee.
Social Media - Staying Connected

- Twitter
- Pinterest
- Facebook
- Instagram
- Snapchat
- Storify
Why should you use Social Media?

- School & Community Engagement
- Advertising Events
- Networking & Learning
- Feedback
- Promotions
- Branding
- Increase your Market
- Find out what other schools are doing!
Twitter Tips

1. Profile picture: Headshot or Logo
2. Your Profile: Create a good bio, what makes your library so special.
3. Mix and Match - don’t always use Twitter to promote or “sell” library services.
   Use it to provide your follower with information.
4. A picture is worth a 1000 words - so brighten up your tweets with images!
5. Create a Twitter Calendar
6. Timing your tweets: Best: 1:00pm-3:00pm Mon.-Thurs. Worst: After 8:00pm
7. Create a universal structure to your tweets
   
   KEY MESSAGE PROVIDE LINK #HASHTAG

Finally, promote other businesses by retweeting or favoriting tweets.
Get involved in your Twitter community.
Anatomy of a Twitter Profile

**SCALE:** 160 characters

<table>
<thead>
<tr>
<th>By @GerryMoran</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How To Build The Perfect Twitter Profile</strong></td>
</tr>
</tbody>
</table>

**Following:** Follow people who complement your personal brand and goals

**Coaching:** Automatically follow people who RT and mention you

**Favorites:** Favorite 5 tweets weekly to keep this area relevant

**Coaching:** Use this area to build a short testimonial list from favorites that mention you

**Lists:** Create up to 20 lists to categorize and follow up to 500 users in each list

**Coaching:** You can include someone in your list who you don’t follow to see their tweets

**Pictures:** Tweet relevant pictures to complement your profile

**Coaching:** Take and tweet at least 6 pictures to get the most use from this gallery

**Picture:** Include professional-like photo with a close up on your smiling face, pets, boats, GR codes and significant others

**Coaching:** Include the same photo from your LinkedIn profile for consistency, ensuring you are looking left or directly into the camera

**Location:** Enter the largest and closest area or city

**Coaching:** Use location that will show up when others geo-search

**Background:** Place a dark-colored, horizontal graphic that is no bigger than 1280x880 or smaller than 640 pixels wide to complement the white text

**Coaching:** Include graphics and copy built into the background to expand your overall profile

**Name & Handle:** Keep your handle as close as possible to your name so you can use it as a “signature”

**Coaching:** Consider two accounts, personal and business, to address your personal and business goals

**Bio:** Use 160 characters to create a humanizing description of yourself

**Coaching:** Treat your bio as SEO copy using relevant keywords

**Link:** Place your website, blog, or LinkedIn profile here

**Coaching:** Do not enter “http://www.” when entering your URL create a clean or link listing

Create a Content Strategy
Embedding Twitter on YOUR Library Web Page

- Embed individual tweets & timelines to make an impact on your webpage.
- Display your recent Tweets from a single Twitter account, multiple accounts, or extend out the conversation about a group topic provided in a search result.

Sounds complicated?????

Twitter Developer Page: https://dev.twitter.com/web/embedded-tweets
Add a Twitter Button: https://dev.twitter.com/web/tweet-button
Add a Follow Button: https://dev.twitter.com/web/follow-button
Add Timelines: https://dev.twitter.com/web/embedded-timelines
Embedding Twitter - Example

**HTML CODE for Embedding a Twitter Feed:**

```html
<a class="twitter-timeline" href="https://twitter.com/PMorganConsult" data-widget-id="506483051002490880" data-related="twitterapi,twitter" data-aria-polite="assertive" width="65" height="400">Tweets by @PMorganConsult</a>

<script>
!function(d,s,id){var js,fjs=d.getElementsByTagName(s)[0],p=/^http:.*/.test(d.location)?'http':'https';if(!d.getElementsByTagName(id)){js=d.createElement(s);js.id=id;js.src=p+'://platform.twitter.com/widgets.js';fjs.parentNode.insertBefore(js,fjs);}}(document,"script","twitter-wjs");
</script>
```
Connecting Twitter to other Social Media

Why do the work two, three or four times?

Twitter can connect with a variety of Social Media Accounts including Facebook & Instagram!

To connect your Twitter account and your Facebook profile:

1. Log in to the Twitter account you want to associate with your Facebook profile.
2. Go to your Settings menu's Apps tab.
3. Click Connect to Facebook.
4. If you are not already logged in to Facebook, then you will be prompted to enter your Facebook login credentials.

For more information: https://support.twitter.com/articles/76052
Feedback - How are you doing?

Now that you are tweeting regular, how is it working? Get feedback using Twitter Analytics. You can use the Analytics link right in Twitter or try one that’s more robust!

1. **Tweet Archivist**
2. **SocialBro**
3. **Twitonomy**
4. **Twitter Counter**
5. **Visible Tweets**

Creating a Story...

“Storify is the easiest way to find, collect, and share what people are saying all over the web.”

Build your own stories or search stories created by others.

Example: https://storify.com/search?q=%23Onegoal

Resource link: https://storify.com/
Marketing your Library

- Programming & Events
  - Create a calendar
- Work with your community
  - Piggyback on events/ideas already happening at your school
- Promote
  - Social Media
  - Build out posters/ads
Screencasts

A **screencast** is a digital recording of computer screen output, also known as a video screen capture, often containing audio narration.
Screencast Tips

Step 1: Develop a Screencasting Plan

Step 2: Source Your Multimedia Content

Step 3: Record Your Screencast

Step 4: Edit Your Screencast

Step 5: Export Your Screencast
Screencasting & Video Creation Options

→ **SNAGIT**
  ◆ Google Drive integration
  ◆ Video Editing
  ◆ Screencast
  ◆ Step Tool
  ◆ Special Effects & Stamps

→ **SCREENCASTIFY**
  ◆ Records directly in Chrome
  ◆ Google Drive integration
  ◆ Free up to 10 minutes of recording

→ **SCREENR**
  ◆ Free cloud based app
  ◆ 5 minutes of recording

→ **WEVIDEO**
  ◆ Google Drive integration

→ **Videoscribe**
What is Techsmith SnagIt Editor?

- Allows you to capture your screen in freeze images or to record in video.
- Features include
  - Personalized Feedback
  - One-take video presentations or lesson plans
  - Encourage students to show what they know - Demo Slams!
  - Manage your content in the cloud
  - Insert images directly into Google Docs, Slides, etc.
  - Collaboration & Communication

Resource link: http://www.techsmith.com/snagit.html
Overview of Techsmith SnagIt Editor

Resource link: http://www.techsmith.com/snagit.html
Overview of Techsmith Snagit Editor - Video

Resource link: http://www.techsmith.com/snagit.html
Screencast Tips

Holding Your Viewer’s Attention
WEVideo
WEVideo

Select a Theme to style your video
Themes will set the transitions, effects and styles for your video story.

[Images of different theme options available]
WEVideo Resources

➔ WeVideo Academy
➔ WeVideo Blog
➔ WeVideo YouTube
➔ Getting Started with WeVideo Website
Audio Apps

➔ TwistedWave
   ◆ Free App but more features when purchased
   ◆ Can be downloaded or launch from the web
   ◆ Ease of use
   ◆ Sharing

➔ Den Hoopingarner’s MP3 Recorder
   ◆ “Bare bones” audio recorder
   ◆ $74.99 License Fee

➔ VoiceThread
   ◆ Single License (50 students) $15/mth for $79/yr
   ◆ School & District license Options available
   ◆ Cloud applciation
   ◆ Upload, share documents presentations, images and audio/video files
   ◆ Comment on slides: Microphone, webcam, text, phone and audio upload
   ◆ Share your VoiceThreads
Infographics 101

**infographic**

ˌinfōˈɡrafik/

*noun*

1. a visual image such as a chart or diagram used to represent information or data.
2. "a good infographic is worth a thousand words"
Visual Learning

In schools, visual aids improve learning by up to 400%
The Art of an Infographic

- Visual Storytelling
- Graphs & Charts
- Design Illustrations
- Icon Design
- How to work with data
The Art of an Infographic: Visual Storytelling

➔ Big Picture: What is your story?
➔ Who is your audience?
➔ Does it have a start - middle - end
➔ Is it Readable?
➔ Can people understand it?
➔ Graphically appealing
➔ Does it create a statement!
➔ Talking points
The Art of an Infographic: Charts & Graphs

➔ Research
◆ Find good authoritative sources
◆ Use an independent source
◆ Obtain permission to use the data

➔ Edit
◆ What is your key message?
◆ Look at the data and choose the best data
◆ Simply and filter data to make it easier to understand and read

➔ Plot the data
◆ Figure out the best chart type (pie, line, bar, etc.)
◆ Double check to make sure the information is called out correctly.
◆ Label the chart/graph
◆ Add color and dimension.

➔ Final Review
◆ Check data against research
◆ Try viewing the chart for the first time, is it readable to your audience?
The Art of an Infographic: Design Illustrations

- Clear image
- Is the illustration necessary?
- Color & Shading
- Readability
The Art of an Infographic: Design Illustrations
The Art of an Infographic: Icon Design

**Good Icon Design**
- Simple
- Create a clear representation
- Need variety - try shading
- Symmetrical
- Keep it so it fits a square
- Icon sizing

**Bad Icon Design**
- Too many details
- Avoid using partial icons
- Don’t use variations
  - Big/Small

The Art of an Infographic: How to Work with Data

- Is the data relevant?
- Check your sources!!!
- Do the Math
  - Mean - average
  - Median - ranking outcomes
  - Mode - focus on a typical outcome
- Re-check the data!
Infographic Design Tools

➔ Canva
➔ Easel.ly
➔ Google Drawing
➔ Infogr.am
➔ Piktochart
➔ Venngage
➔ Visme
➔ Wixie
Instructing with Infographics

- Introducing a topic
- Drawing analogies
- Webquests
- Create a unique experience
- Evaluation
- Professional Review
- Assessments
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Final Thoughts & Questions

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